

Nome Completo: _____

TEXT COMPREHENSION - MULTIPLE-CHOICE TEST – TEXT 1

THE USE OF DELIVERY DRONES ACROSS LOGISTICS AND SUPPLY CHAIN

01. Drones have multiple different purposes, ranging from monitoring the security of assets and inventory,
02. surveying hazardous locations or restricted areas, for example, the Tian-jin firecracker explosion
03. site, earthquake-toppled buildings, and working conditions of machinery and warehouse equipment. They
04. are also used as part of assembly lines for fast transport of packages, loading trucks and cargo ships, etc.
05. They now form an integral component of big e-commerce companies like Google and Amazon and are
06. used to improve delivery times. Delivery drones come in different sizes and **can be** modified to be the best
07. fit for a task. These types of drones can be cargo drones, drone vehicles or modified surveillance drones,
08. which can be all used to automate the logistics of stocking and inventory handling. The benefits and
09. disadvantages of using drones for delivering goods **are** in essence similar to the traditional means of
10. transports like ships and trucks, except that they provide freedom of movement and flexibility. These
11. delivery drones are akin to miniature aircrafts or choppers to deliver goods to individuals or businesses.
12. The pros of drones are the followings:
13. • drones can circumnavigate harsh terrains such as jungles, hills or mountains and often create a much
14. **shorter** and direct route compared to traditional means of transport;
15. • drones are not stuck in traffic jams or lines as they can avoid transportation infrastructure, however, they
16. can be hampered by wires or large trees;
17. • they can deliver packages with precision and care due to their VTOL (Vertical Take-Off and Landing)
18. capabilities. Think of it as a GPS (Global Positioning System) + pinpoint accuracy;
19. • it does not require human intervention and the process can be automated over time with machine
20. learning-based investment;
21. • delivery drones are also being experimented and modified as part of the IoT technology (Internet of
22. Things). Companies specialized in drone deliveries are emerging, such as Flirtey, which allows customers'
23. orders to be accessed by smartphones and to be tracked via GPS, receiving them in an external location
24. or designated coordinates.
25. And for the cons, drones sometimes cause privacy or security issues and may end up being knocked
26. over. They also have to adhere to the local laws. They require good sensors for weather detection, avoiding
27. power lines and trees.
28. Many companies are contemplating the possibility of joining this trend of delivery drones. Do you think
29. this will bring more engineering challenges to the table?

Adapted from: HONRUBIA, Mario. **The use of delivery drones across logistics and supply chain**. Available on: <https://www.ennomotive.com/delivery-drones-logistics/>. Accessed on: March 30th, 2018.

Questions 1 to 10 refer to the TEXT 1.

- 1) Check the alternative that best fits the text.
 - a) The text makes no mention of other uses for drones and only refers to the use of drones for online commerce.
 - b) The text addresses the advantages and disadvantages of buying online.
 - c) The text briefly mentions other uses for drones, but refers to the use of drones as a means of transport and delivery.
 - d) The text only presents positive aspects regarding the use of drones and sales on the internet.

- 2) According to the text, are the statements below, regarding the use of drones for deliveries, true (T) or false (F)? Check the correct sequence.
 - I. () Google and Amazon are part of a pilot project to test the effectiveness of this delivery model.
 - II. () The positives and negatives of using drones for goods deliveries are similar to the positives and negatives of traditional means of delivery, except for flexibility and easy mobility.
 - III. () Drones can usually shorten the delivery path when on uneven terrain.
 - IV. () There is no possibility of the process being automated due to the low investment in machines.
 - a) F T F T
 - b) F T T F
 - c) T F F T
 - d) T F T F

- 3) Based on the text, choose the option that presents **INCORRECT** information.
 - a) Drones can make deliveries with precision.
 - b) Delivery drones are being manufactured by IoT (Internet of Things).
 - c) Companies, like Flirtey, allow the customer to track their purchases.
 - d) Drones may be intercepted during their trajectory.

- 4) According to the text, choose the correct alternative which refers to the laws for drones circumnavigation.
 - a) Local laws concerning the circumnavigation of drones may have an influence on products delivery when using this type of transport.
 - b) Local laws never interfere with deliveries.
 - c) There are no laws dealing with the use of drones.
 - d) Companies that use drones to make deliveries will not be able to use this resource due to severe laws.

- 5) According to the text, check the correct option about deliveries made with drones.
 - a) All types of drones are prepared to deflect any obstacles, including those not used for delivery.
 - b) Deliveries are never made when the region of destination has power lines and trees.
 - c) Drones are driven by power lines.
 - d) Power lines and trees can compromise the successful delivery of orders via drone.

- 6) It is possible to replace the highlighted verbal expression **can be (line 6)** by one of the options below, without changing its meaning. Choose the correct option.
 - a) can't
 - b) are able to be
 - c) must
 - d) cannot

- 7) The highlighted verb **are (line 9)** refers to
 - a) means of transport.
 - b) ships and trucks.
 - c) benefits and disadvantages.
 - d) freedom of movement and flexibility.

- 8) The highlighted adjective **shorter** (line 14) expresses comparison. Choose the correct option which presents a comparative form.
- a) Drones shorten deliveries.
 - b) Conventional deliveries are not as short as deliveries of drones.
 - c) Drones can also make short deliveries.
 - d) Distances are shortened by drones.
- 9) Which of the sentences below has the same verb tense structure as in the phrase “**drones sometimes cause privacy or security issues**” (line 25)? Choose the correct option.
- a) Our costumers approved the new website.
 - b) The directors have discussed the goals for the company.
 - c) The CEO has a meeting to present the new project.
 - d) The company will increase in the next two years.
- 10) The past of “**they also have to adhere to local laws**” (line 26) is grammatically correct in one of the alternatives. Check the correct option.
- a) They also had to adhere to the local laws.
 - b) They also haved to adhere to the local laws.
 - c) They also did had to adhere to the local laws.
 - d) They was had to adhere to the local laws.

WHY ECOMMERCE RETURN POLICY IS MORE IMPORTANT THAN EVER

01. When a company sells online, dealing with returns is unavoidable. Customers return products for many
02. reasons such as a damaged product, a wrong item, when the product looks different from online, or when
03. customers order different sizes or colors. High return rates are a problem for ecommerce sellers. It can
04. ruin their profitability. However, many sellers tend to overlook their return policies and processes. The
05. return strategy is an integral part of the ecommerce business.

06. According to the NRF (National Retail Federation), returns are three times more prevalent for online
07. retailers. Over the past few years, online shoppers have experienced only a slight increase in their
08. satisfaction with the return process, indicating that companies have room for improvements.

09. If there is not an easy, clear strategy for returns, companies can be turning their customers off.
10. An inconvenient return policy deters 80% of shoppers. If there are any poor customer experiences, the
11. ecommerce business will suffer. Studies show that of the 60% of online shoppers who make at least one
12. return or exchange per year, 95% will make another purchase if the return experience is positive. To
13. improve return policy, there are two main areas to focus on. First, make sure the return policy is clearly
14. written and easy to find on the website. Shoppers should be able to find it from the homepage or from the
15. product pages. Instructions should be listed out concisely. In case they have any questions, it is important
16. to provide with contact information in the customer service section. Second, analyze carefully the policy
17. terms to be offered.

18. It is important to have a written return policy, but the policy itself must be appealing. This process
19. should benefit the customer. Customers notice the difference between online sellers **who** are willing to
20. make returns and those **who** are not. The company must be strategic about its return policy while
21. preserving its profitability. When the company pays free shipping and exchanges, handling costs can
22. quickly decrease the profitability of the transaction. Then, it is essential to consider the costs of handling
23. returns and how to lower them.

24. Return management touches many parts of business such as customer experience, supply chain
25. management, inventory, and customer service. Frequently, it requires specific technology to make sure all
26. of these operations can work together to provide a successful return experience, at a price that the
27. company can afford.

28. To fix returns today, the first thing to do is to review and update the company policy on the site. This
29. goes a long way with customer's confidence. For the long-term strategy, it is necessary to consider the
30. current weaknesses in return processes. The sellers can also benchmark themselves against the industry
31. and competitors. Companies should make return management a priority.

Adapted from: HUFFORD, Jillian. **Why your eCommerce return policy is more important than ever**. Available on:
<<https://www.nchannel.com/blog/ecommerce-online-return-policy/>>. Accessed on: March 30th, 2018.

Questions 11 to 20 refer to the TEXT 2.

- 11) According to the text, check the **INCORRECT** information regarding the return of products purchased over the internet and customer's satisfaction.
- a) 60% of customers who buy online will make at least an exchange a year.
 - b) 80% of customers do not make returns.
 - c) 95% of customers who make exchanges will buy again if their returns are successful.
 - d) An improper return policy can cause the company to lose customers.
- 12) Based on the text, mark the correct alternative about the profitability of the company.
- a) When sellers have high costs of returns, their profitability may be affected.
 - b) Many sellers are unaware of their profitability.
 - c) Strategies for returns do not interfere with profitability.
 - d) Online sellers do not make returns so as not to hinder their profitability.

- 13) Regarding the improvement of return practices performed by online ecommerce companies, are the following statements true (T) or false (F), according to the text? Check the correct sequence.
- I. () The text states that the current weaknesses in return process don't have to be a priority to manage.
 - II. () The text informs that customers' confidence is something that should not be observed.
 - III. () The text suggests that companies ought to review and update the return policies on the website.
 - IV. () The text recommends the company observe how competitors are making their trade.
- a) T F F F
 - b) T F T F
 - c) F F T T
 - d) F T F T
- 14) Based on the text, check the correct alternative about the return policy.
- a) Customers tend to ignore the return policy practiced by the company.
 - b) The company must disregard the costs generated by the returns when developing its return policy.
 - c) The return policy should not be part of a strategic sale planning.
 - d) There should be a written and attractive return policy on the website.
- 15) According to the text, mark the correct alternative about what NRF (National Retail Federation) has found.
- a) Online customers are satisfied with returns, indicating that companies do not need improvements in this area.
 - b) Returns made in online commerce exceed three times those of other type of commerce.
 - c) Online sellers do not need to improve their return policies under any circumstances.
 - d) The NRF has found that the return has decreased three times in recent years compared to previous years.
- 16) In the sentence "online shoppers **have experienced** only a slight increase in their satisfaction with the return process, indicating that companies have room for improvements" (**lines 7 and 8**), the highlighted verbal expression has the same verb tense of one sentence bellow. Check the correct option.
- a) Some customers had canceled their purchases before they paid for them.
 - b) Our main supplier has sent new catalogs.
 - c) Our companies have new goals to achieve.
 - d) The manager has a weekly running schedule.
- 17) About the sentence "**if there are any poor customer experiences, the ecommerce business will suffer**" (**lines 10 and 11**), what is it possible to state? Check the correct option.
- a) It is a situation that is likely to happen in the future due to a condition set up in the present time.
 - b) It is a situation that happened in the past due to a future perspective.
 - c) It is a hypothetical situation in the past due to an unlikely condition.
 - d) It is a past situation that happened due to a fact that also occurred in the past.
- 18) The sentence "**first, make sure the return policy is clearly written and easy to find on the website**" (**lines 13 and 14**) is an example of a sentence in imperative form. Check another example of a sentence using the imperative form.
- a) You should download the company app before buying through your smartphone.
 - b) It is necessary to download the company app before buying through a smartphone.
 - c) Don't forget to download the company app before buying through your smartphone.
 - d) Would you mind downloading the company app before buying through your smartphone?
- 19) In **lines 19 and 20**, the highlighted relative pronouns **who** can be both replaced with one of the pronouns below. Check the correct option.
- a) which
 - b) whose
 - c) where
 - d) that

- 20) Mark the alternative that presents a correct future form for "return management touches many parts of business" (line 24).
- a) Return management will touches many parts of business.
 - b) Return management is going to touches many parts of business.
 - c) Return management is going to touch many parts of business.
 - d) Return management touch many parts of business.

ANSWERS OF THE MULTIPLE-CHOICE PART

Write in the grid below the letter corresponding to the alternative you have chosen in each question:

QUESTION	1	2	3	4	5	6	7	8	9	10
ALTERNATIVE										
QUESTION	11	12	13	14	15	16	17	18	19	20
ALTERNATIVE										

Be careful! Illegible answers will not be considered.

Student's signature

WRITING - WRITTEN ASSESSMENT

Textual production 1

You are applying for a management position in an ecommerce department of a multinational shoes company. This is the ad made by the company:

Cool Footwear Company

Cool Footwear Company is hiring an ecommerce manager. It is necessary to be fluent in English and have availability for national and international trips. The manager will have to manage the ecommerce department, which covers online purchases and sales, exchanges and returns, and assistance to employees.

Salary to be agreed.

Send Curriculum Vitae (CV) and covering letter in English.

To apply for this job, in addition to submitting the CV, you need to write a covering letter in English introducing yourself, mentioning the job you are applying for, matching your skills and experiences with the skills and experiences of a manager, encouraging the reader to read your CV, finishing with a call to activity (for example, requesting an interview to meet). Make sure you date the letter. Be aware of the proper use of the language, considering the context of formality of your writing. The text must have between **80** and **100** words.

COVERING LETTER TO COOL FOOTWEAR COMPANY
